

REP HEADLINE# 6384212

\$\$\$ MOD# 0: UNAPPROVED REV #3 \$\$\$

TRF# 499440

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

NOV2/12 18.40

WFSB-TV ***

CHANGES

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
NOV/12												
CONTRACT TOTAL 133050.00												
TOTAL SPOTS 69												

MARKET TOTALS \$390,571
WFSB 35%
WTNH 31%
WVIT 26%
WTIC 7%
WCTX 1%
WCCT 0%
WHPX 0%
CABL 0%

SHARES ARE ACCURATE

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6384212 TRF# 499440 REP: TEL# 703-516-9399 FAX# 703-516-9680
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 16.28
*** CHANGES *** ** WFSB-TV ***

ADV # ADV. NAME POLI/L MCMAHON/R/SEN/CT REP.# OFF.# SALESMAN #
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ANNE BRAUNSCHEIDEL
600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- HEATHER UTTLEY (H)
TOWSON, MD 21286

ORDER # CONTRACT # 6384212 CLASS: NATL. LOCAL REGIONAL
PRDCT LINDA MCMAHON 4 SENA EST#***** COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT30/12 NOV6/12 WK-2
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 16.28

REP: REVISED ORDER
REMOVED 1 SPOT LN 5
NEW TTL 133500
PLS CFM
THANKS, MIKE FOR HEATHER

CON CM LINDA MCMAHON FOR SENATE 2012 IDB #1021 TV INVOICES #9912736

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5	S		1230P-200P	30		\$750.00	10/30	11/2	3		TU-F	3
AGENCY ADVERTISER CODE = AGENCY EST# = 1519 (F25)												
AGENCY PRODUCT CODE =												
PROGRAM : SOAP ROTATION												
CON COM1: SOAP ROTATION												
CONTRACT TOTAL 133500.00												
TOTAL SPOTS 69												

NOV/12 133500.00 1200 1119 1200-29 + 450

REP HEADLINE# 6384212

\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

TRF# 499440

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

NOV2/12 16.28

*** WFSB-TV ***

CHANGES

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	SEC	:	RATE	:	START DATE	:	END DATE	:	SPTS /WK:	WEEK INVT	:	DAYS	:	TOTL: SPTS:
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MARKET TOTALS \$390,571
WFSB 35%
WTVH 31%
WVIT 26%
WTTX 7%
WCTT 1%
WCCT 0%
WHPX 0%

SHARES ARE ACCURATE

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT


wfsb.com

WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

Contract / Revision 499440 /		Alt Order # 06384212
Product LINDA MCMAHDN 4 SENA		
Contract Dates 10/30/12 - 11/06/12		Estimate # 1519(F25)
Advertiser McMahon for Senate		Original Date / Revision 10/19/12 / 11/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WFSB	10/30/12	11/02/12	Eyewitness News	6:30am - 7am		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-T-TF--				3	\$1,200.00			
N 2	WFSB	10/31/12	11/02/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--W-F--				2	\$800.00			
N 3	WFSB	11/01/12	11/02/12	9am-10am	9am - 10am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---TF--				2	\$500.00			
N 4	WFSB	10/30/12	11/01/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-T-T---				2	\$750.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/29/12-11/04/12	11a-12p Price is Right	11am - 12pm	-Tu-Th-----	:30		\$750.00	NM		
				Credited								
N 5	WFSB	10/30/12	11/02/12	M-F CBS Soaps	1230-2p		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				4	\$750.00			
N 6	WFSB	10/30/12	11/02/12	M-F The Talk	2-3p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				4	\$500.00			
N 7	WFSB	10/31/12	10/31/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--1----				1	\$950.00			
N 8	WFSB	11/01/12	11/01/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---1---				1	\$1,800.00			
N 9	WFSB	10/31/12	10/31/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--1----				1	\$2,100.00			
N 10	WFSB	10/30/12	11/02/12	Inside Edition	7pm - 7:30pm		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-TWTF--				4	\$1,500.00			

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WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 499440 /		<u>Alt Order #</u> 06384212
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> LINDA MCMAHON 4 SE	<u>Estimate #</u> 1519(F25)
<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 10/19/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 11	WFSB	10/30/12	11/02/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				4	\$1,500.00			
N 12	WFSB	10/30/12	11/02/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				4	\$950.00			
N 13	WFSB	10/30/12	11/04/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-T-----				1	\$1,900.00			
N 14	WFSB	10/30/12	10/30/12	Vegas	10pm - 11pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-1-----				1	\$7,000.00			
N 15	WFSB	10/31/12	10/31/12	Survivor	8pm - 9pm		:30			NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--2----				2	\$6,000.00			
N 16	WFSB	11/02/12	11/02/12	Undercover Boss	8pm - 9pm		:30			NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	----2--				2	\$5,000.00			
N 17	WFSB	11/03/12	11/03/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----2-				2	\$500.00			
N 18	WFSB	11/05/12	11/05/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$1,900.00			
N 19	WFSB	11/05/12	11/05/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$1,300.00			
N 20	WFSB	11/05/12	11/05/12	9am-10am	9am - 10am		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$850.00			
N 21	WFSB	11/05/12	11/06/12	11a-12p Price is Right	11am - 12pm		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	MT-----				2	\$1,200.00			
N 22	WFSB	11/05/12	11/06/12	M-F CBS Soaps	1230-2p		:30			NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	MT-----				8	\$1,200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	8	WFSB	11/05/12-11/11/12	M-F CBS Soaps	1230-2p	MTu-----	:30		\$1,200.00	NM		
	Credited											
N 23	WFSB	11/05/12	11/06/12	M-F The Talk	2-3p		:30			NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	MT-----				6	\$850.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WFSB	11/05/12-11/11/12	M-F The Talk	2-3p	MTu-----	:30		\$850.00	NM		
	Credited											
	5	WFSB	11/05/12-11/11/12	M-F The Talk	2-3p	MTu-----	:30		\$850.00	NM		
	Credited											
N 24	WFSB	11/05/12	11/06/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 499440 /		<u>Alt Order #</u> 06384212
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> LINDA MCMAHON 4 SE	<u>Estimate #</u> 1519(F25)
<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 10/19/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				5	\$1,500.00			
N 25	WFSB	11/05/12	11/05/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,200.00			
N 26	WFSB	11/05/12	11/05/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,800.00			
N 27	WFSB	11/05/12	11/05/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,800.00			
N 28	WFSB	11/05/12	11/05/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,800.00			
N 29	WFSB	11/05/12	11/05/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,500.00			
N 30	WFSB	11/05/12	11/05/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,300.00			
N 31	WFSB	11/05/12	11/05/12	HIMYM/Partners	8pm - 9pm		:30			NM	1	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$10,500.00			
N 32	WFSB	11/05/12	11/05/12	Broke Girls/Mike & Molly	9pm - 10pm		:30			NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$13,000.00			
N 33	WFSB	11/04/12	11/04/12	M-SU Delayed News	Delayed News		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,900.00			
Totals											69	\$133,050.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	69	\$133,050.00	\$113,092.50
Totals	69	\$133,050.00	\$113,092.50

Signature: _____ Date: _____

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